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## IN THE UNITED STATES PATENT &amp; TRADEMARK OFFICE

Applicant: Ralph F. Conley, Jr. )  
Serial No: 09/594,955 ) Group Art Unit: 2142  
Filed: June 15, 2000 ) Examiner:  
For: MULTIPLE DESTINATION BANNERS ) Douglas B. Blair

Commissioner for Patents  
Alexandria, VA 22313-1450

AFTER FINAL RESPONSE TO OFFICE ACTION

In response to the Office Action mailed April 7, 2004, and a telephonic interview between the Examiner and the attorney of record, Steven J. Rosen, on July 13, 2004, please consider the following remarks:

The agreed purpose of this response is to put forward the Applicant's arguments as to why the Examiner's 102 reasons for rejecting the following Claims are not correct and, in particular, why U.S. Patent No. 6,219,696 to Wynblatt et al., U.S. Patent No. 6,182,050 to Ballard, and U.S. Patent No. 6,493,702 to Adar et al., do not anticipate any of the Claims they are cited against in the 102 rejections. The Applicant submits that neither the Wynblatt or Ballard patents disclose "a menu display means for presenting a menu of navigation options when an end-user clicks on the banner and at least a portion of the navigation options are URLs on a network to which end-user computer is connectable" which is an element of Claims 1-55. The Applicant further submits that the Adar patent does not disclose an icon operable to launch the software and an alerting means for altering an appearance of the icon on the screen after the data is updated which are elements of Claims 56-66.